

Message Text

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17

ACTION EA-09

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01

INR-07 NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 L-03 H-02 NSC-05 SS-15 STR-04

CEA-01 PA-02 PRS-01 AGR-10 /093 W

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TO USIA WASHDC

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UNCLAS TOKYO 3342

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E.O. 11652: N/A

SUBJECT: SANKEI POLL ON ATTITUDES TOWARD PRICE TRENDS

SUMMARY: MARCH 3 DAILY SANKEISHIMBUN REPORTED RESULTS OF MARCH

1. TELEPHONE POLL OF TOKYO-OSAKA RESIDENTS ON PRICE TRENDS.

FOUND ALMOST HALF SAYING FAMILY LIVELIHOOD IS ALMOST UNCHANGED

FROM YEAR AGO AND 37 PERCENT SAYING LIVING IS TIGHTER. ABOUT

EQUAL NUMBER EXPRESSED CONCERN OVER POSSIBILITY OF NEW PERIOD

OF SHARP PRICE INCREASES (42 PERCENT) AS ACCEPTED HIGH PRICES

AS INEVITABLE (27 PERCENT) OR EXPECTED INCOME TO KEEP UP WITH

PRICES (13 PERCENT). BIG MAJORITY (72 PERCENT) DID NOT THINK

GOJ WOULD SUCCEED IN EFFORT TO KEEP PRICES BY END MARCH WITHIN

TEN PERCENT OF PRICES ONE YEAR AGO.

APPLYING USUAL METHODOLOGY OF THEIR TOKYO-OSAKA AREA PHONE

SURVEYS WITH SAMPLE OF 1,200 PERSONS AGED 15 TO 64, SANKEI

POLLSTERS MARCH 1 COMPLETED INTERVIEWS WITH 77 PERCENT, OR

924 PERSONS, ON PRICE TRENDS. FOLLOWING ARE QUESTIONS AND

RESULTS:

Q.1 TREND OF YOUR FAMILY LIVELIHOOD COMPARED TO ONE YEAR AGO--

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HAS BECOME QUITE TIGHT 9

HAS BECOME SOMEWHAT TIGHT	37
IS ALMOST UNCHANGED	46
HAS BECOME LITTLE BETTER	7
HAS BECOME MUCH BETTER	1

Q.2 ACCORDING TO WAY YOUR FEEL ABOUT IT, WHAT DO YOU THINK IS
DEGREE OF RECENT PRICE INCREASES COMPARED TO ONE YEAR AGO?

WITHIN 10 PERCENT	6	ABOUT 40 PERCENT	3
ABOUT 10 PERCENT	32	MORE THAN THAT	4
ABOUT 20 PERCENT	34	NO CHANGE	1
ABOUT 30 PERCENT	14	DON'T KNOW	6

Q.3 GOVERNMENT HAS PLEDGED IT WOULD TRY TO KEEP CONSUMAR PRICE
RISES BY END OF MARCH TO WITHIN 10 PERCENT OF LEVEL OF LAST
MARCH. DO YOU THINK IT WILL ATTAIN THIS PLEDGE OR NOT?

THINK IT WILL	6
DON'T THINK IT WILL	72
CAN'T SAY EITHER WAY	20
DON'T KNOW	2

Q.4 LATELY, AGRICULTURE-FORESTRY MINISTRY HAS SET PERIODS FOR
DISCOUNT SALES ON SUCH ITEMS AS VEGETABLES, MEAT AND FRESH FISH.
DO YOU THINK THIS APPROACH HELPS PRICE STABILITY?

HELPS GREATLY	2
HELPS SOMEWHAT	43
DOESN'T HELP MUCH	42
DOESN'T HELP AT ALL	9
DON'T KNOW	4

Q.5 LOOKING AT CURRENT PRICE SITUATION, HOW MUCH DO YOU FEEL
YOUR INCOME WOULD HAVE TO INCREASE FOR YOU TO MAKE DO WITHOUT
DIFFICULTY?

10 PERCENT	7	80-90 PERCENT	1
20-30 PERCENT	50	DOUBLE	2
40-50 PERCENT	20	MORE THAN THAT	1
60-70 PERCENT	1	ADEQUATE AS IT IS NOW	10
DON'T KNOW		8	

Q.6 LOOKING AT RECENT PRICE MOVES, WHAT DO YOU FEEL?

RELIEVED THAT CHAOTIC PRICES HAVE SETTLED DOWN 7
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CONCERNED THAT CHAOTIC PRICES MAY START UP AGAIN 42
NOTHING CAN BE DONE AS THIS HAS BECOME WORLD OF
HIGH PRICES 27
WILL BE PATIENT FOR TIME BEING AS INCOME SHOULD
INCREASE ANYWAY 13
OTHER 7
DON'T KNOW 4
MILLER

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